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ABSTRACT

This book examines the duties assigned to athletic directors, offering successful strategies for achieving them and materials to make their jobs easier (e.g., sample memos, letters, forms, and charts for interacting successfully with coaches, students, administrators, and parents). Section 1 discusses the director's work with student athletes and the balance between academics and athletics, noting the importance of communicating eligibility standards, training rules, and athletic codes. Section 2 discusses challenges with hiring, motivating, informing, supervising, and evaluating coaches. Section 3 discusses working with parents as allies in developing and maintaining successful programs. Sections 4 and 5 address the complicated, controversial tasks of developing schedules for practice and competition and administering the departmental budget. Section 6 examines the athletic director as a school administrator, providing strategies for working cooperatively with other departments, promoting school spirit, and broadening the visibility and impact of athletics. Section 7 discusses strategies and provides materials for maintaining effective public relations and for establishing relationships with local stake organizations. Section 8 discusses a process for responding to immediate and unanticipated legal issues. Section 9 examines ancillary issues such as working with cheerleaders, team physicians, commercial recruiters, booster clubs, and national organizations. Section 10 discusses finding and working with support staff (announcers, ticket takers, crowd control personnel, security guards, equipment managers, contest officials, and secretarial and custodial staff). (SM)

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